



Marin French Cheese Company

Established 1865

America's Oldest Operating Cheese Factory

Producing America's Most Decorated Hand-Made Cheeses

The Art of Affinage

AFFINAGE – The curing and maturing of cheeses.

AFFINEUR – Expert in curing and maturing cheeses.

WINDOW OF AFFINAGE – That period of time for curing/maturing when a cheese is eatable.

[——— life of a cheese ———>]

[————— (Window) ———>] Competitor's Window of Affinage

[– (W i n d o w) ———>] Rouge et Noir's Window of Affinage

The Competition –

- Surface spray stabilized cheese with cultures
- Gelatinized milk consistency doesn't ripen with age
- Bland flavor throughout aging
- Longer shelf life sacrifices window of affinage

Rouge et Noir –

- Cultures added directly to milk
- Cheeses are naturally ripening not stabilized
- Flavor and texture continue to develop with aging
- Results in a broad, full flavored window of affinage

Stabilized, surface cultured cheese is simply uncultured, as stated by a recent consumer:

"Thank you for making very excellent cheese (Brie & Camembert)! I purchased two other brands (...) both were tasteless with a rubbery consistency that even when warm, would not spread. The outside bloom on the cheese was like fuzzy cardboard; not very appetizing, one taste and I promptly through it out, it was not fit to serve."

Experience the Difference of Opening Your Window of Affinage with Rouge et Noir!